

PEMBERDAYAAN USAHA KECIL DAN MIKRO : KENDALA DAN ALTERNATIF SOLUSINYA

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ABSTRACT

Small and micro enterprises (SME's) represent the type assumed able to give the contribution for local economic growth and make-up of society prosperity. Attention to SME's progressively mount, realized by various empowerment programs. Empowerment programs to increase progress and independence of SME's. These programs in the form of capital, training, and also exhibition. All the program can give the positive impact for SME's to overcome some difficulty faced. But that way strive the programs still meet the constraint so that less be effective. Constraint faced for example in the form of time, resource, attitude, network and information. The variable in the reality besides becoming constraint also become the potency to streamline the program of SME's empowerment. This matter because of each SME's has limitation also different opportunity.

Keyword : SME's empowerment, potency, constraint.